iOS 7 Tech Talks 2013

San Francisco New York Tokyo Shanghai Berlin London

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

Game Developer Day Kickoff

John Geleynse
Senior Director Technology Evangelism
Apple Inc.

geleynse@apple.com

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Welcome!

Great day planned for you!

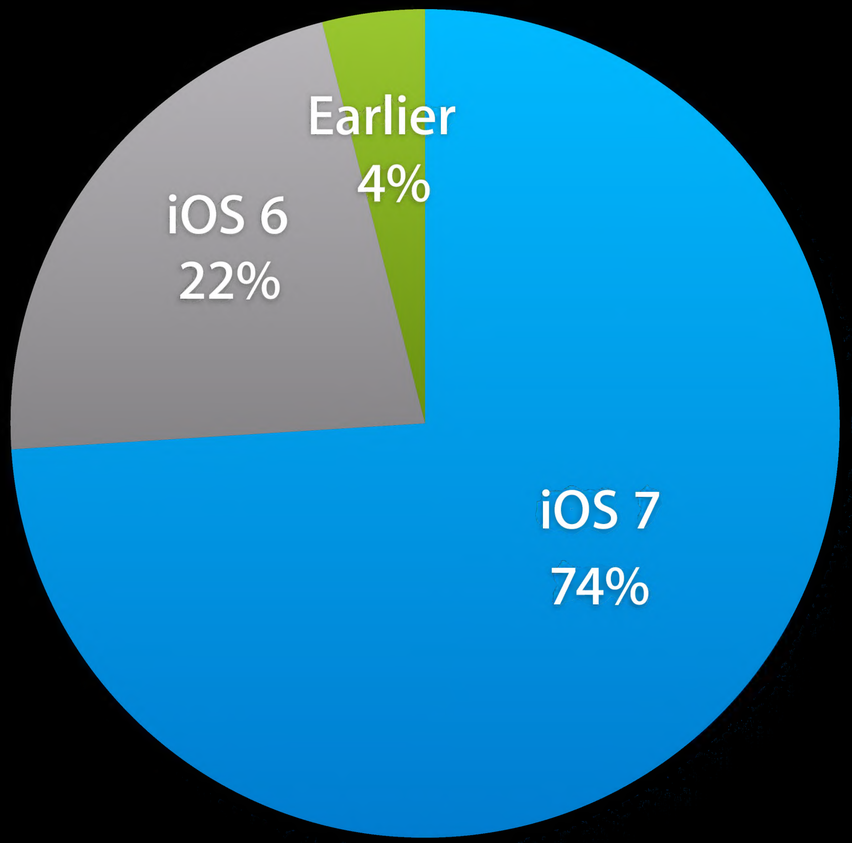
Significant Milestones

700,000,000

iOS Devices

200,000,000

iOS 7 Updates



iOS Versions

As measured by the App Store during a 7-day period ending Dec 5, 2013

New App Store Currencies

App Transfer

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air Download Limit

OS X Subscriptions

New WWDC App

Free Access to Pre-release Documentation

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Faster Enrollment

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

Increased iAd Revenue Share

Kids Category

iTunes Connect Mobile 2.0

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Next Generation Platform

Background push updates

64-bit Architecture

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Ranking-style leaderboards

Text Kit

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Core Motion

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MFI Game Controllers

OpenGL ES 3.0

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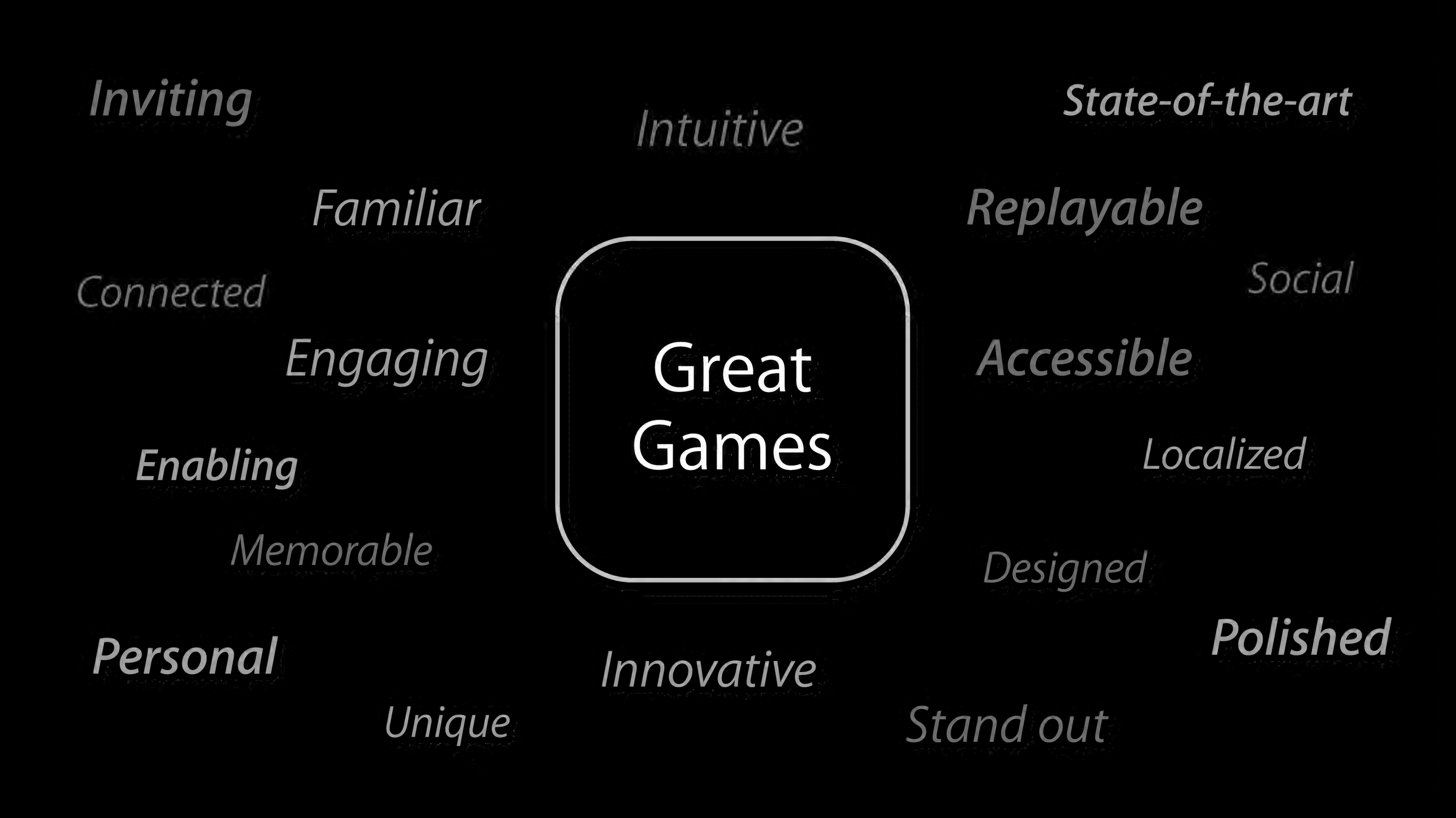
Geodesic polylines

iPad
100%
9:41
Tuesday, October 22

9:41 AM
100%
Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

Ready for Next Generation iOS Games

Next Generation iOS Games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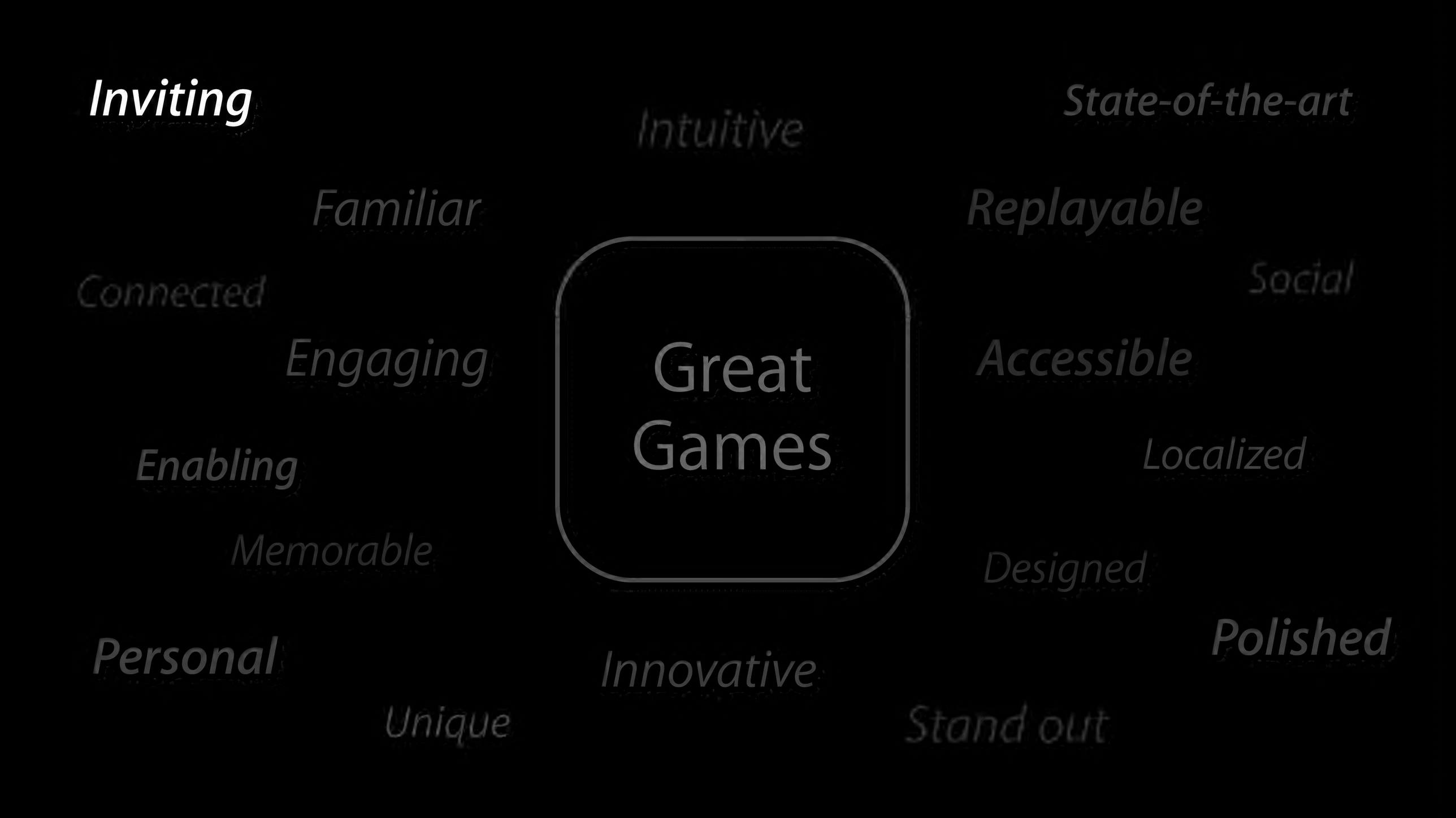
Stand out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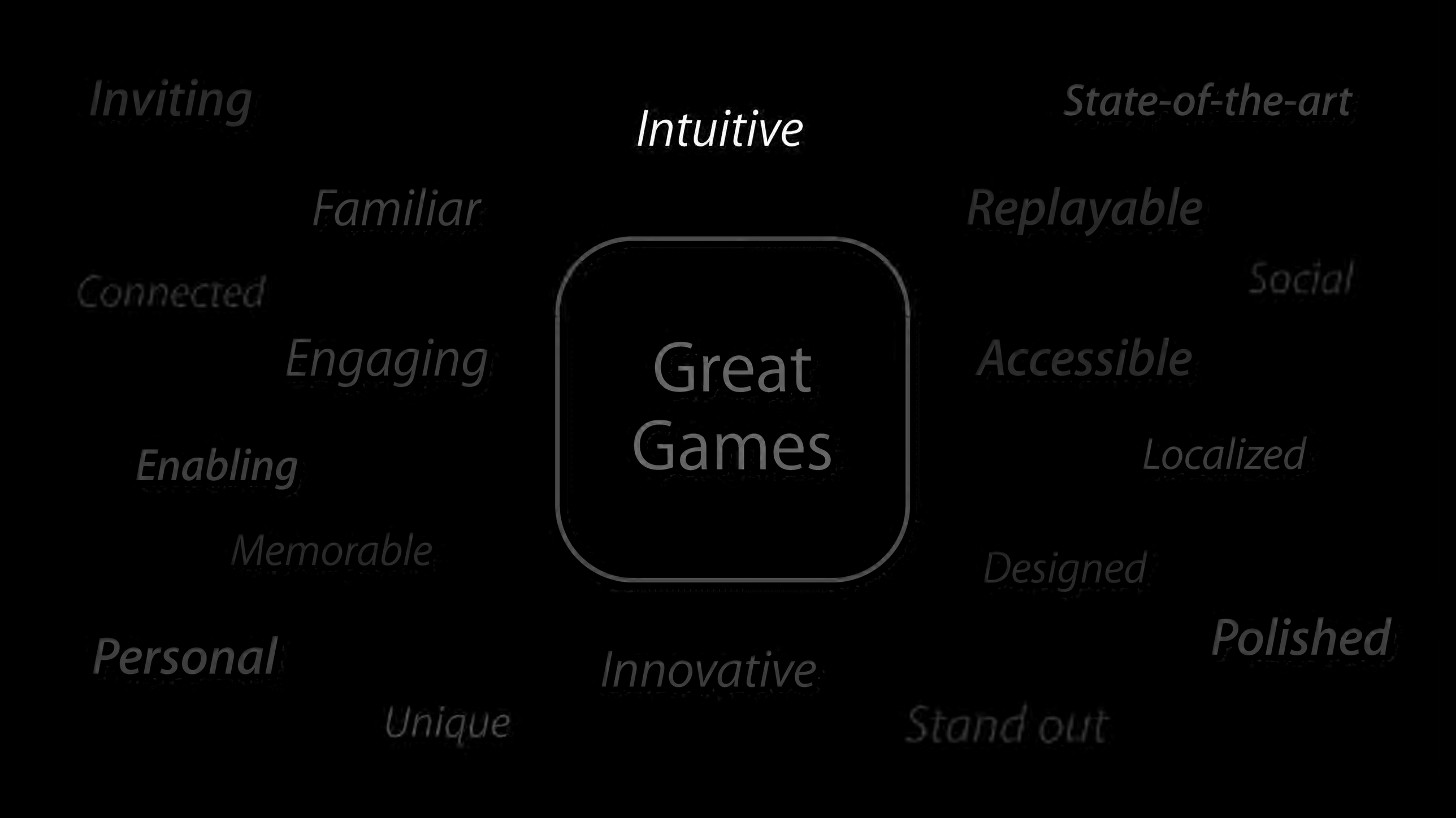
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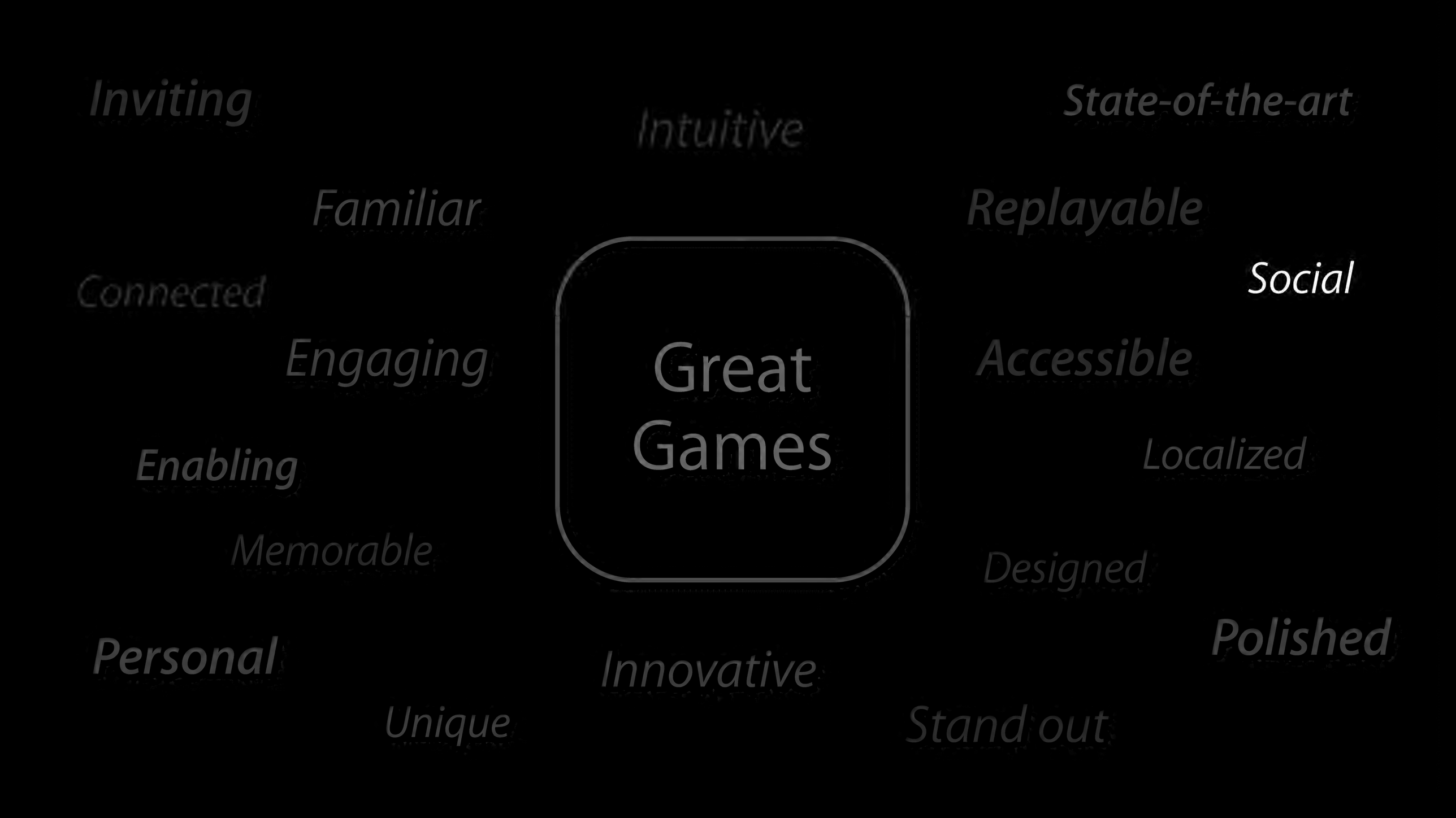
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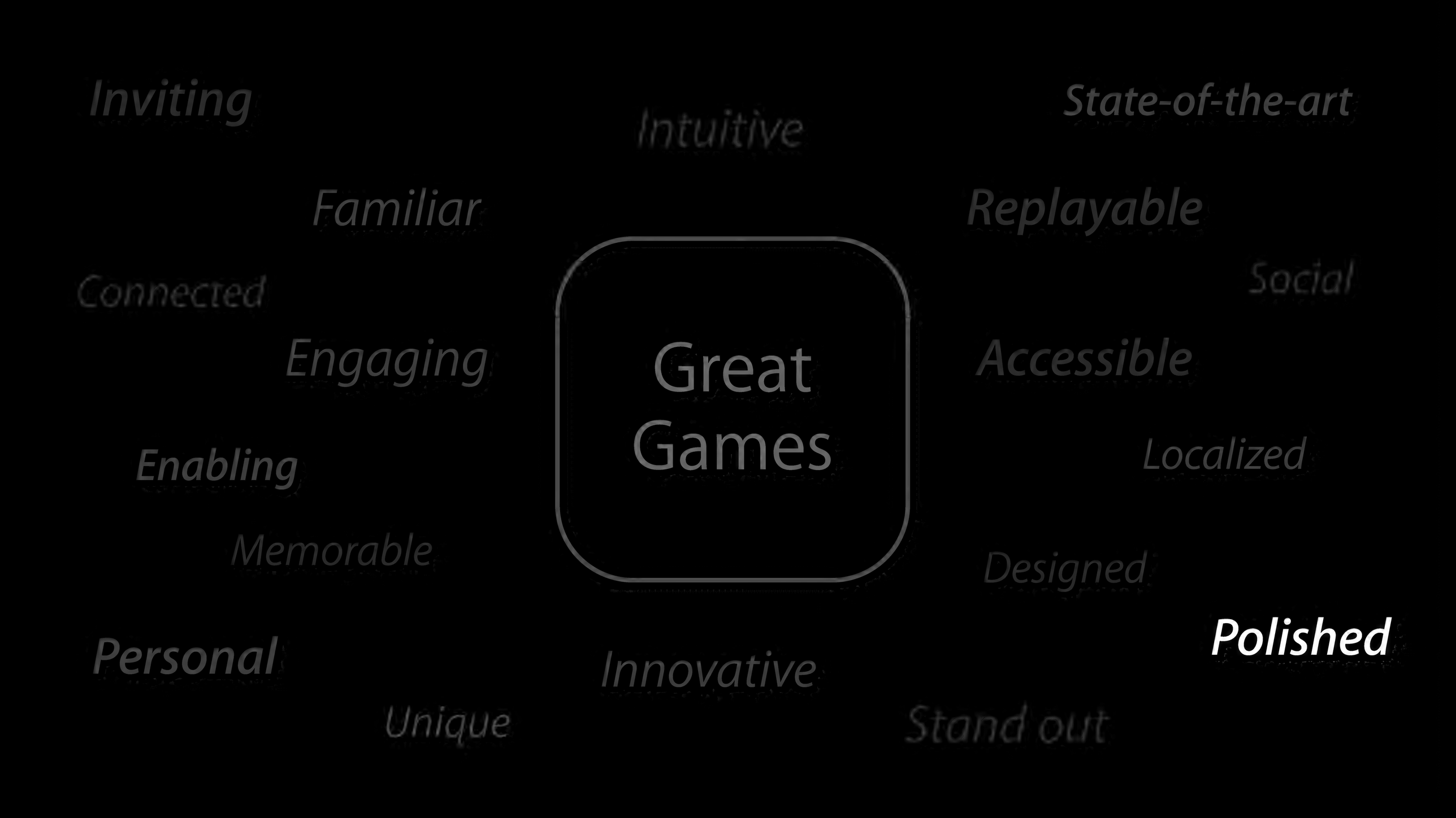
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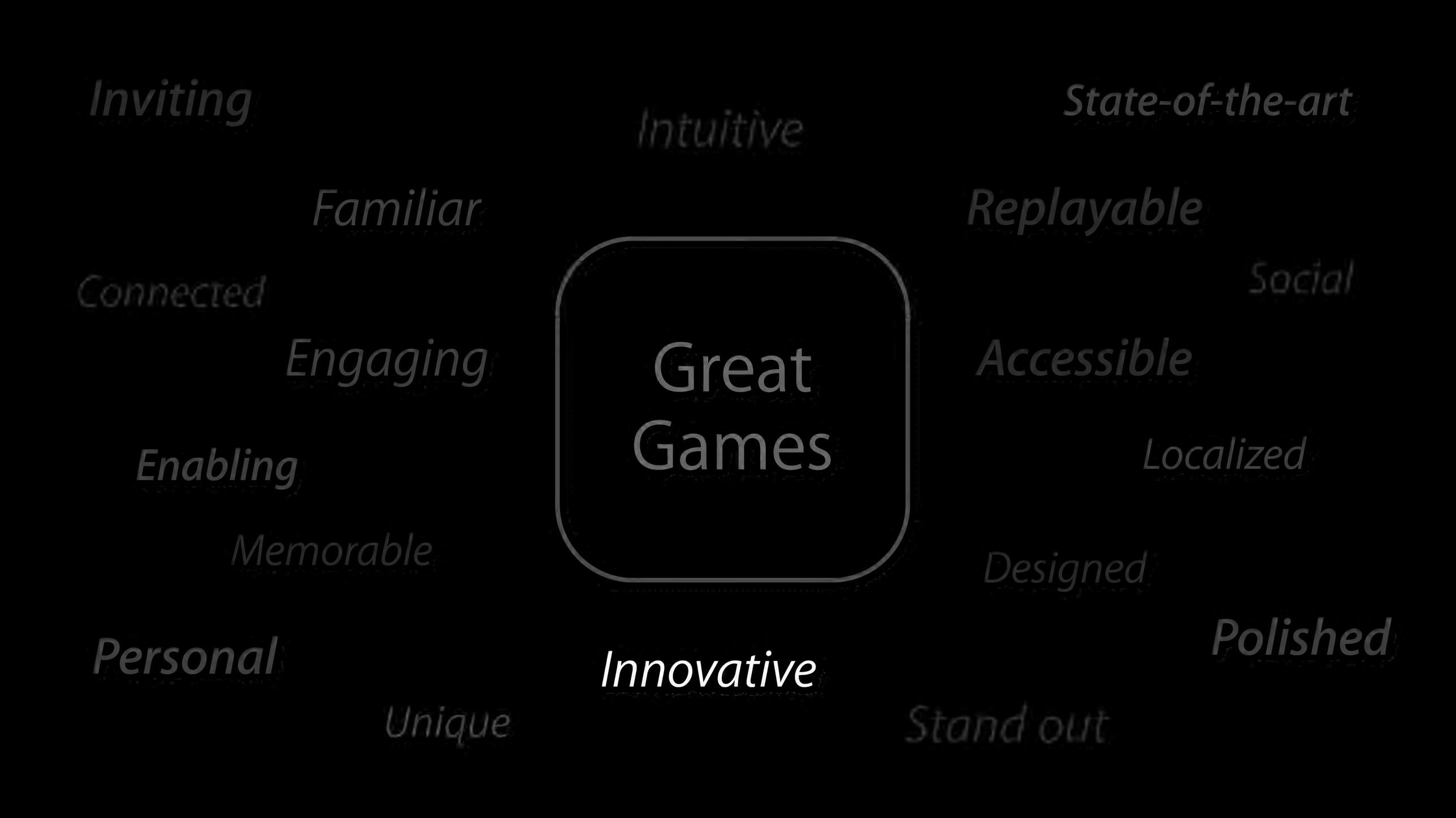
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Flight
Control

Real
Racing

Doodle
Jump

Osmos

Topple

Cut the Rope

Ridiculous Fishing

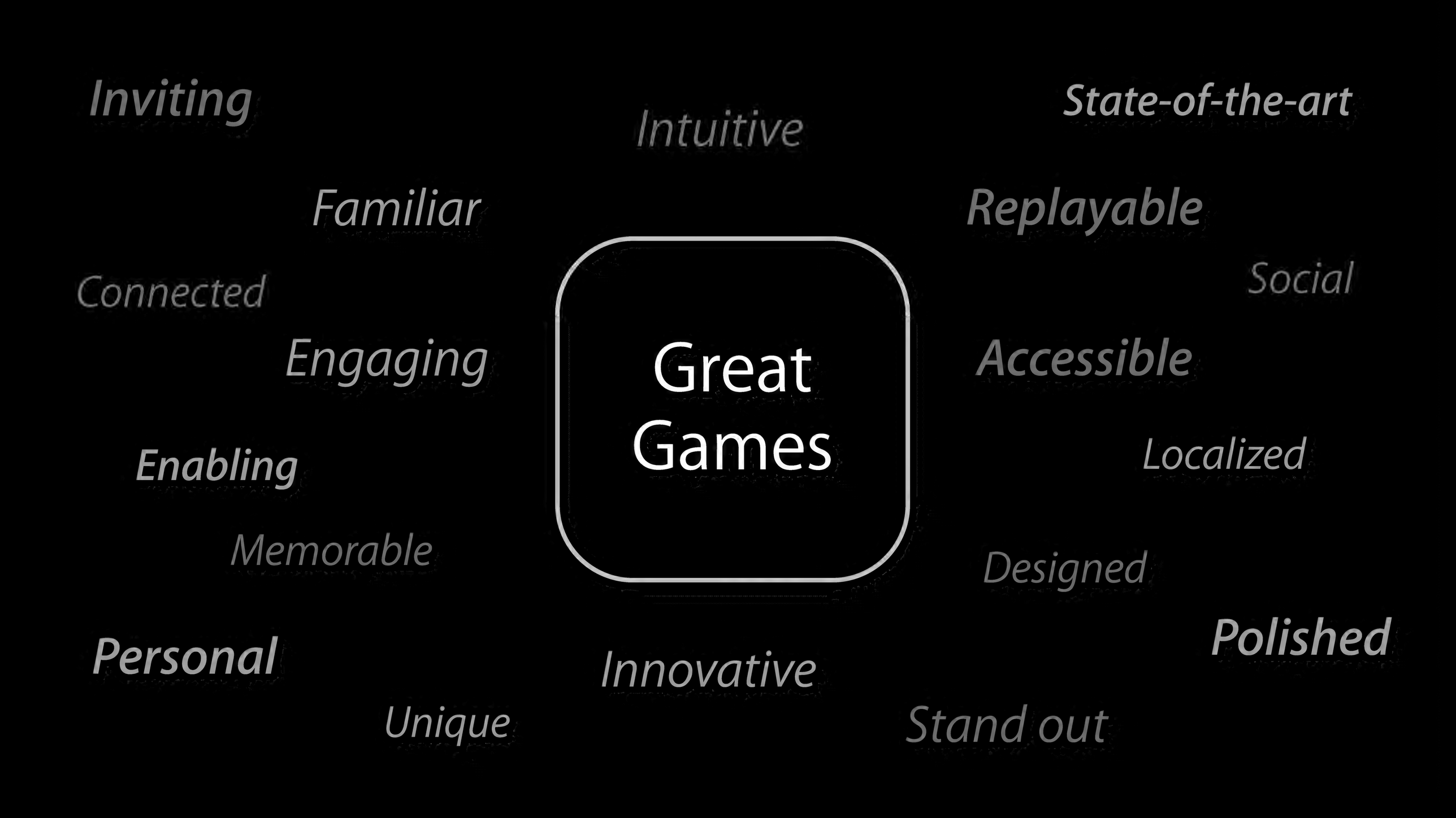
Jetpack Joyride

Where's My Water?

Badland

Letterpress

SkyGamblers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5

Optimized for 64-bit

- 64-bit desktop-class architecture
- New CPU, GPU, and Image Signal processor

64-bit

- 2x integer registers
- 2x floating point registers
- More efficient assembly code
- Objective–C Runtime optimizations
- Faster performance for both 32-bit and 64-bit apps
- Universal code base
- Built for the future

- Up to 2x faster CPU
- Up to 2x faster graphics

Benefits of a Fast GPU

- Increased graphics fidelity
- Increased frame rate
- Smoother animations
- More realistic lighting and effects
- Enables new applications

Infinity Blade 3

Chair Entertainment Group LLC

Optimized for 64-bit

Always Ready

- Intelligent scheduling
- Opportunistic updates
- Push triggers from your server

- Background fetch
- Remote notifications
- Background transfers

Power Smart

- Optimize network access
- Transmit smallest amount needed
- Batch network operations to allow antennas to be powered off

Always Ready

Secure

Passcodes

More users are setting passcodes

Data Protection enabled more often

May impact background operations

Data Protection

- Protects data using user's passcode
- Keychain items protected by default
- Files protected until first unlock
- Apps need to be aware when running in background

Secure Networking

Use secure encrypted protocols

Hash sensitive data, if possible

Respect user's privacy

Secure

Designed for Touch

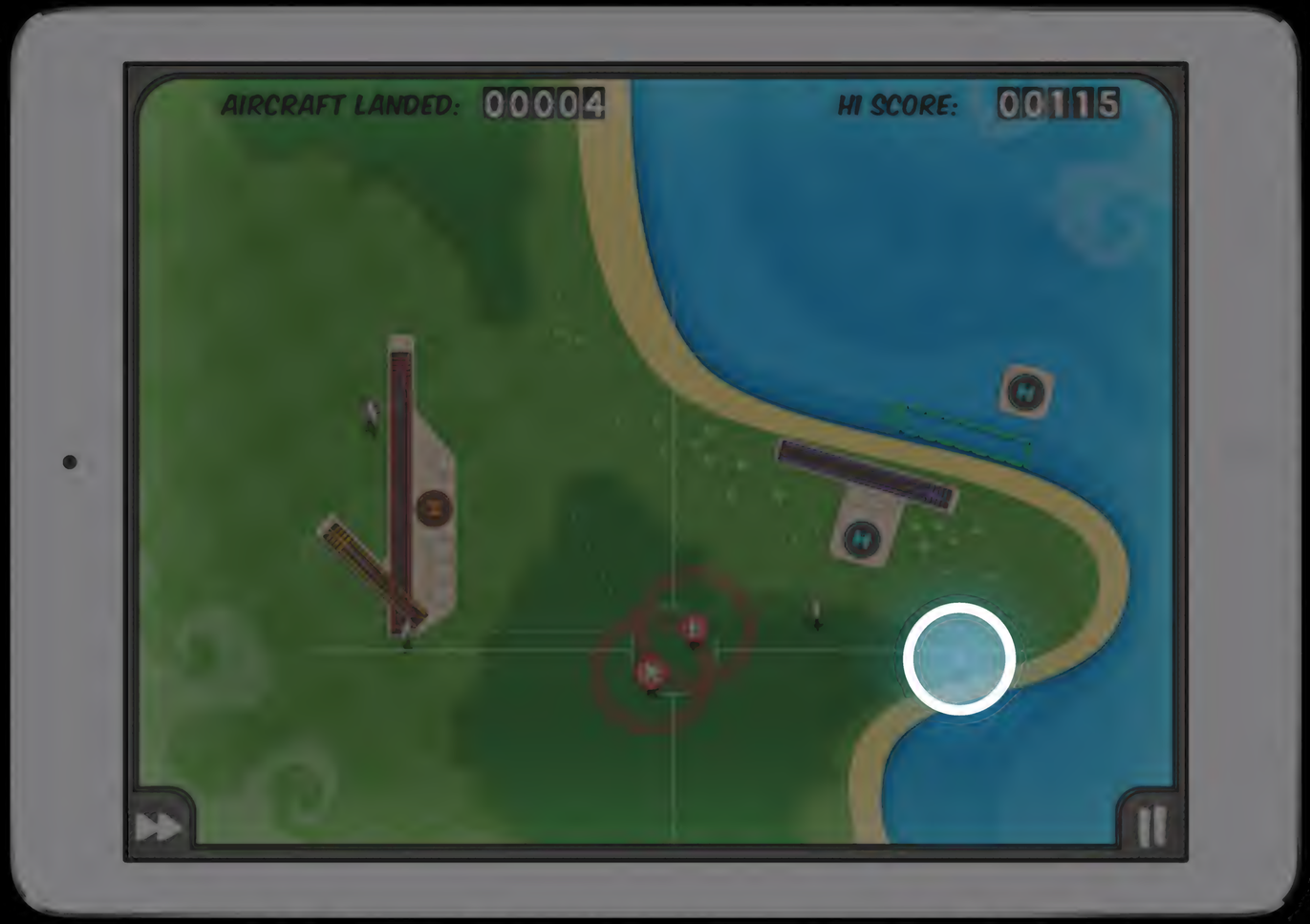
Designed for Touch

- Controls designed for touch
- Games designed for controls

Designed for Touch

- Controls designed for touch
- Games designed for controls
- Direct interaction
- Instantaneous feedback

Designed for Touch



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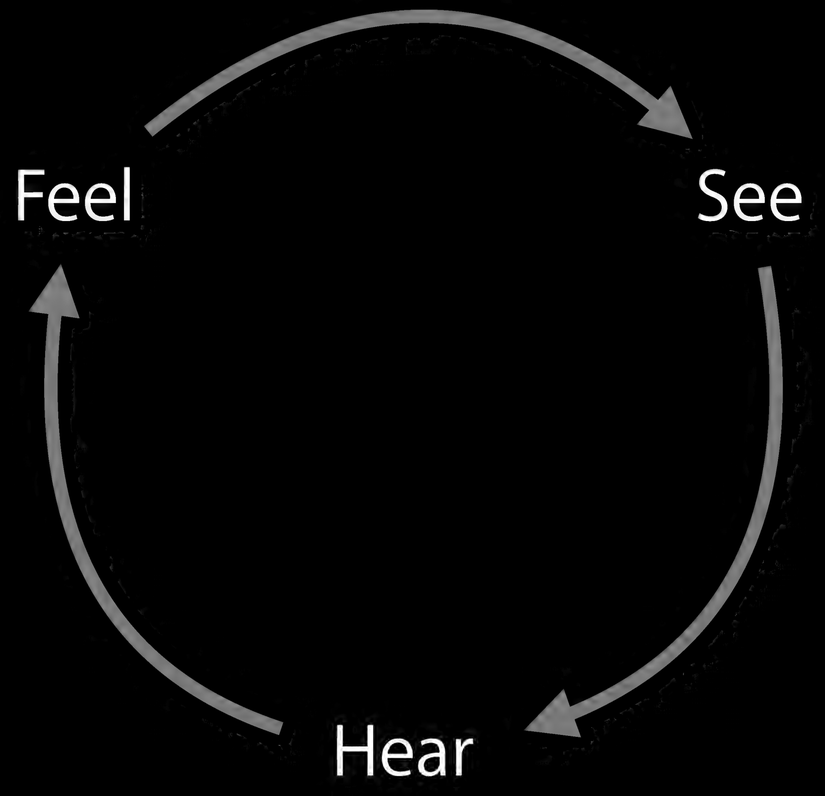


Designed for Touch

Multi-Touch and Motion

Augmented by Game Controllers

Multi-Touch and Motion

+

Game Controllers

Designed for Touch

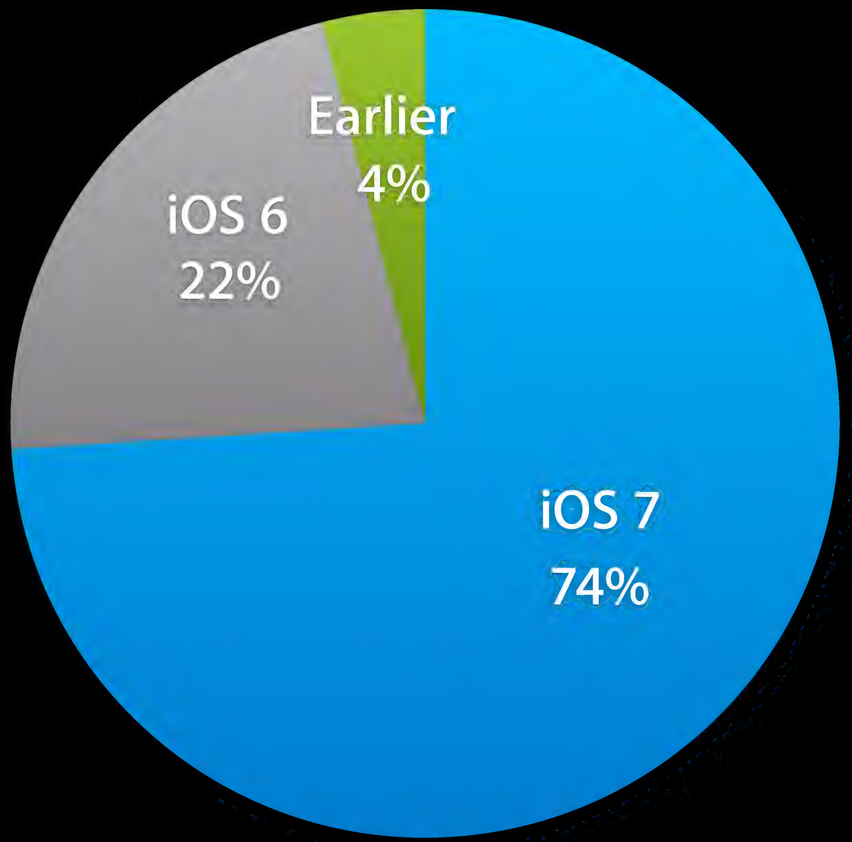
State of the Art

State of the Art

- Takes advantage of the latest iOS devices

State of the Art

- Takes advantage of the latest iOS devices
- Target the newest iOS releases



iOS Versions

State of the Art

- Takes advantage of the latest iOS devices
- Target the newest iOS releases

State of the Art

- Takes advantage of the latest iOS devices
- Target the newest iOS releases
- Integrates built-in game technologies

State of the Art

Game Center

OpenGL ES 3.0

Sprite Kit

Game Controllers

AirPlay

OpenGL ES
A7
280

State of the Art

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State of the Art

- Takes advantage of the latest iOS devices
- Target the newest iOS releases
- Integrates built-in game technologies
- Uses current tools and techniques

OS X Mavericks

iOS 7 SDK

Xcode 5

Base SDK
7
Deployment Target
6.1
6
5.1
5
4.3

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- Takes advantage of the latest iOS devices
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- Integrates built-in game technologies
- Uses current tools and techniques
- Continually invests to keep modern

Background push updates

64-bit Architecture

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State of the Art

Next Generation iOS Games

Optimized for 64-Bit

Always Ready

Secure

Designed for Touch

State of the Art

Next Generation iOS Games

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Ready for Next Generation iOS Games

A Full Day Ahead

Games Day Agenda

09:00	Game Developer Day Kickoff
10:00	Advances in OpenGL ES 3.0
11:00	Architecting Modern iOS Games
12:00	Lunch
12:30	App Store Distribution and Marketing
14:00	Developing 2D Games with Sprite Kit
15:00	Integrating iOS 7 System Technologies
16:00	Integrating iOS 7 Game Technologies
17:00	User Interface Design for iOS Games
18:00	Reception

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All Day Lab

Lots of Apple Experts

Come and Go As Needed

Lab Topics

Design	User Interface Design Audits
Develop	Frameworks - UIKit, Text Kit, Motion Effects App Services - iBeacon, Location, In-App Purchase Dev Tools - Xcode, 64-bit, Instruments Graphics - OpenGL ES, Sprite Kit, Game Center, Game Controllers Core OS - Networking, security, privacy
Deploy	App Review iTunes Connect App Store

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Have a great day!

Thank you!